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PUBLIC INFORMATION CAMPAIGN ON VISITOR MANAGEMENT SYSTEM

LEZHA REGIONAL HOSPITAL

Concept Paper

SUMMARY

Abt Associates Inc. will contract an individual or firm to implement the Visitor Management System of the Queen Geraldine Maternity Hospital in Albania. Services will include:

- (1) improvement of the hospital main entrance and of the accessibility
- (2) improvement of the hospital emergency entrance
- (3) improvement of hospital pharmacy/medical store and
- (4) improvement of the maternity hospital main entrance and of the accessibility, as described in the Statement of Work.

GOAL

To timely understand and disseminate the proper information in order to make a smooth passage from the current situation to a regulated one. The Visitor Control policies and procedures approved and enforced in the Lezha Regional Hospital will improve infection prevention and control, will increase patient satisfaction and privacy, and strengthen hospital security. New hospital visitor entrance/s areas refurbished, visitor management system implemented will be the tackles to achieve all the above mentioned improvements.

One month before all is put into place an information campaign will be designed and implemented internally and externally.

PLANNING WILL INCLUDE:

- People – we need the full support of the Lezha Hospital Visitor Control team to successfully design and implement the initiative in collaboration with EEHR staff.
- Service – identification of whose support we will need – IT, in-house team etc.
- Systems – to disseminate the information
Support from senior management is critical and should be visible to all staff in the Lezha regional Hospital in persuading a member of the management team (to be identified in collaboration with the director of the hospital) to champion the campaign because this will significantly improve the chances of success of the campaign. Key team support will be also needed, the Visitor Control and PR teams/groups will be fundamental in the success of all the campaign. The process will start with transferring of the knowledge from the company that will design and implement the renovation work to the team responsible for drafting and implementing the information campaign that will include information about the system and all the Visitor Management System features to be implemented and their functioning. All will be assembled and explained in details to the team.
- Identification of the target audience and goal setting
 - Front desk employees that will use the system are critical
 - Employees of Lezha Regional Hospital
 - Patients and visitors
 - General public
- Messages and communication channels
 - Creation of the content. Nowadays people are constantly bombarded with promotional messages this is one of the reasons why we have to be aware of promotional overload and define the subject/issue that interest to the public in order to get their attention.
 - Selection of the relevant motivational themes in compliancy with EEHR Strategy 3 messages

- While drafting the campaign in collaboration with the support team we will differentiate the messages to be communicated to different audiences mentioned above.
- Usage of the appropriate language.
- Select the right communication channels. By the moment we have identified the target audience and the appropriate messages, we will work out how to convey them to an assortment of different methods because people in general (comprising also the technical staff) respond differently to each medium. This way we will use a combination of illustrative messages - written messages and verbal communications in order to extend the base of the people that our message will reach.

KEY COMMUNICATION TOOLS TO BE USED:

BEFORE THE RENOVATION WORK HAS STARTED:

- SMS/Emails: even though the usage is not so high within the Lezha Regional Hospital a simple message will be drafted and sent to all the users, as a direct form of communication.
- Presentations and training: After the relevant information will be gathered by the company that will implement the VMS dedicated presentations will be drafted according to the target group and trainings will be scheduled to cascade the information to all the hospital staff to get the message across.
- Director Communication letter: A letter to be drafted by the director and placed in all available boards within the hospital that will notify the employees about the starting of the renovation work and other details related to it.
- Posters: When the renovation work will start A3 posters will be placed in the area to be renovated, notifying the visitors about the timing the renovation work will last.
- Arrows: Along with posters arrows will show the visitors the alternative entrance until the renovation work is finalized.
- 15 days TV notification: A TV scrolling notification will be prepared and aired at TV Lezha and/or M+TV.

AFTER RENOVATION:

- Posters and the electronic display: Simple posters demonstrating the steps to be followed by visitor will be drafted and placed in the main entrance. The message of the poster to be displayed in the electronic screen that is forecasted to be placed at the entrance.
- Training of the Receptionist/s: Will be trained on ethics and communication
- Script/Manual: A script/manual will be prepared and distributed to receptionist that will serve as a guide on how to use the system and how to communicate the routes and regulation of Lezha Regional Hospital Visitor Control.
- Staff information communication meetings: will be scheduled before and after the VMS system has been put into place in order to inform them and report successes.
- Walk-around 's: Walk around the entrance at regular intervals and responsible team for this will be appointed to establish a good practice of monitoring.
- Stickers: Simple stickers will be developed and placed in the corridors of the wards to remind the visitors about extent of a visit.
- Word of mouth: EEHR manager and the supportive staff will generate messages to stimulate interest and get people talking about the VMS.
- Literature: A leaflet will be designed, printed and distributed to explain the new VMS. The leaflet

will be displayed and distributed not only at the new entrance/s but also at Policlinics when the number of patients is customarily high.

- Webpage and FB Page: the information will be also uploaded on the Lezha regional Hospital webpage.
- Inauguration ceremony.
- TV SHOW: Before and after the renovation PR group will work on the possibility of informing the public about the renovation work and benefits of VMS in one of the TV shows of local televisions.

IMPLEMENTATION TIMING:

The campaign will be started one month before the new VMS is put into place.

LAUNCH OF THE VMS

The VSM system will be launched with a press conference to get external publicity for the event and the new system implemented at Lezha regional Hospital.

SUCCESS MEASUREMENT

Pre and post questionnaire with staff, patients and visitors to be organized. Pre-questionnaire to be handled one month before the VMS is installed and the post questionnaire up to one month after the VMS started. Feedback also will be gathered and taken into consideration by listening carefully to ideas, comments and suggestions of the staff.